

DEPARTMENT OF AGING

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September 3, 2010

To: AAA Directors
Senior Community Service Employment Program Coordinators

On behalf of the California Department of Aging (CDA), I am pleased to join with you in celebrating September 19-25, 2010, as "National Employ Older Workers Week." This celebration highlights the many contributions older workers bring to today's workforce through their specialized skills, years of experience, and important professional qualities, including maturity, loyalty and stability.

I encourage you to participate to the fullest by sharing the enclosed information with your staff and clients and by letting local media know about the events you and others have scheduled in your area. Together, we can remind local business and community leaders that hiring and retaining older workers makes good business sense.

To assist you in planning your individual campaigns to promote "Employ Older Workers Week," we have included a sample news release that you can use to generate interest with your local media and will forward the following when they are available:

- 2010 Governor's Proclamation
- Employ Older Workers Week Poster from U.S. Department of Labor

A new feature of this year's campaign is recognition for outstanding older workers through CDA's website. Visitors to <http://www.aging.ca.gov/> can view inspiring stories about older Californians who have worked hard, overcome adversity, and proven their value in today's competitive job market.

For additional information, please contact Phil Carr, Aging Programs Specialist, at (916) 928-2294.

Thank you for all your work on behalf of aging Californians and I wish you great success in promoting "Employ Older Workers Week 2010."

A handwritten signature in cursive script that reads "Lynn Daucher".

Lynn Daucher
Director

Attachment: Sample press release